COMMUNICATION SKILLS

SUBJECTIVE & OBJECTIVE

For D.Com. Part II

VERBAL
COMMUNICATION

NON-VERBAL
COMMUNICATION

LANGUAGE
SKILLS

PROCESS
OF
COMMUNICATION

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PATTERN OF QUESTION PAPERS

Communication Skills
D. Com. Part II

Time: 2:30 hrs **Marks: 50**

Objective (20 Marks) Time: 30 min
Subjective (30 Marks) Time: 2 Hours

OBJECTIVE

MCQ'S	4 items	4 marks	4 options for each item
Fill in the blanks	4 items	4 marks	No option
Matching statement	4 items	4 marks	6 options in column B
Short answer questions	4 items	8 marks	Answers should not be more than 4 lines

SUBJECTIVE

Subjective part will consist of 5 questions; candidate has to attempt 3 questions only. All questions will carry equal marks.

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1. COMMUNICATION

1.1 Definition of Communication
1.2 Objectives / Purposes of Communication
1.3 Benefits of Communication

COMMUNICATION

Introduction and Definitions

The word "communication" is derived from a Latin word "communico" or "communicare" which means to share. Some suggest that it is derived from the word "communis", meaning "common". It stands for a natural activity of all human beings to convey opinions, feelings, information, and ideas to others through words (written or spoken), body language, or signs. We need to communicate at each and every step in life. Communication begins very early in life and surrounds our whole life.

All day, every day we are communicating—whether it is talking to people on the telephone or in person, taking dictation, and writing down business correspondence, interacting with colleagues and staff, writing letters, faxes, reports and e-mails. It is essential to learn from our communications, from our successes and our failures, and to develop and enhance our communication skills. The more we write and the more we speak, the more we improve our communication skills.

1. **George Yardman** defines effective communication as *"purposive interchange, resulting in workable understanding and agreement between the sender and receiver of a message."*

2. According to **Robert Anderson** *"Communication is interchange of thoughts, opinions, or information, by speech, writing, or signs."*

3. Communication is also defined as *"the process of sending and receiving messages."* It is simply a method of sending a message from one person or group of persons to another.

4. Another definition of communication says that it is *a process by which information is exchanged between individuals through a common system of symbols, signs or behaviour.*

5. Communication may be defined as "*giving, receiving or exchanging information, opinions or ideas by writing, speech, or visual means, so that the message communicated is completely understood by the recipient(s)*".

What is Communication Skill

Communication means exchange of messages and skill means some practiced ability or expertise. So, communication skill means an ability or skill of communicating messages (ideas, opinions, view points, etc.) in the best possible way.

OBJECTIVES / PURPOSES OF COMMUNICATION

The following are the main objectives or purposes of communication.

1. To Inform

The first purpose of communication is to inform the receiver of your message. Information is exchanged through communication. You either give or receive information. You need information whenever you want to do something. If you want to buy a product, start business, or do some work, you will need information. Similarly, you send information when you receive some inquiry.

2. To Persuade

To persuade or convince the receiver of your message is an important purpose of communication. The purpose of your message is often to make your receiver do as you wish. You want him to accept your offer and buy your product or service, to do or not to do something.

3. To Build And Maintain Human Relations

Communication builds and maintains human relations. Communication and human relations are closely related to each other. We develop our relations with others

through exchange of ideas. The lack of communication may cause misunderstanding and a gap in human relations.

4. To Give Instruction, Order, Suggestion, etc.

The third objective of communication is to give instructions, suggestions, orders, requests, etc. to your sub-ordinates or colleagues. Directors issue instructions to managers, and managers issue instructions to employees. Managers also give suggestions to their colleagues and directors.

5. To Solve Problems

In our social and professional life we face problems at every turn. We solve these problems through communication. We discuss problem and find solution.

6. To Coordinate Efforts

To perform different activities we have to coordinate efforts. Coordination without communication is not possible.

BENEFITS OF COMMUNICATION

Communication brings us innumerable benefits in all the spheres of our life. We cannot live without it. Through communication we win friends, get favours, obtain jobs, and achieve success and respect. Now we discuss the benefits of communication in different spheres.

1. For A Business Organization

Effective communication is the life blood of every business organization. The success of a business wholly depends on effective communication. Expansion in business has increased its importance to a great extent. The following points will clearly show the benefits of communication for a business organization:

- Communication is very helpful for the smooth running of an organization or business.

- Effective communication between the management and the workers achieves maximum production at minimum cost.
- Effective communication improves planning and controlling of business matters.
- It plays very important role in the decision-making.
- It builds good relationship between the management and the workers, between the sellers and the customers.

2. For One's Career

A person's performance in written and oral communication is of great importance in his job, promotion and professional reputation. The ability to communicate effectively both in speaking and writing is a highly valued skill. The young man with a command over effective communication gets rapid promotion in his career. He is always in the good books of his officers.

Effective communication has great global market value. An effective communicator can hunt attractive jobs in different countries.

3. For One's Personal Life

Effective communication is very beneficial for many activities in one's personal life. A person needs to communicate in his home, on the road, in the market, in the bus, in the class room, in the office, and everywhere.

4. For A Government

Communication is also beneficial for a government. Effective communication among all departments and institutions ensures good governance. The federal government communicates with the provincial or local governments, with administration, with tax authorities, and all other departments. This communication creates good working relationship and runs the country smoothly. Moreover, effective communication of a government with other governments promotes diplomatic relations.

INTERNAL AND EXTERNAL COMMUNICATION

Internal Communication: It is used inside the organization. When the employees, managers or directors of the same organization communicate with each other, it is called internal communication. It has three levels or directions:

1. **Downward Communication:** When a message travels from higher level to lower level; e.g. directors communicating with the managers; managers communicating with the employees.
2. **Upward Communication:** When a message travels from a lower level to higher level; e.g. employees communicating with mangers; managers communicating with directors.
3. **Sideways or Horizontal Communication:** When a message travels among equals or peers; e.g. directors communicating with directors; managers communicating with managers.

External Communication: It is done outside the organization. When the managers or directors communicate with the people of other organizations, it is called external communication. It is the representation of a firm in the outside world.

OBJECTIVE QUESTIONS

Q I. Answer the following short questions.

Q1- *Explain the origin of the word communication?*
ANS: The word "communication" is derived form a Latin word "communico" or "communicare" which means to share. Some suggest that it is derived from "communis" meaning "common".

Q2- *When does communication begin in life?*
ANS: Communication begins very early in life and surrounds our whole life.

Q3- *How can we improve our communication skills?*
ANS: The more we write and the more we speak, the more we improve our communication skills.

Q4- *Define communication?*
ANS: Communication is defined as the process of sending and receiving messages. According to Robert Anderson, "communication is interchange of the thoughts, opinions, or information by speech, writing or signs".

Q5- *What are the main objectives of communication?*
ANS: The following are the main objectives of communication.
(1) To inform
(2) To Persuade
(3) To give instructions, orders, suggestions, etc.
(4) To build human relations.

Q6- *What is the importance of communication for a business organisation?*
ANS: Effective communication is the life blood of a business organisation. The success of a business wholly depends on effective communication.

Q7- *List some benefits of communication for a business organisation?*
ANS: Communication is beneficial for:

(1) Smooth running of a business.
(2) Maximum production at minimum cost.
(3) Planning and controlling of business matters.
(4) Decision making
(5) Good relationships between workers and management, sellers and customers.

Q8- *What is the benefit of communication for one's career?*
ANS: The ability to communicate effectively is a highly valued skill. It is very beneficial in one's job, promotion and professional reputation. Moreover, it has global market value.

Q9- *How is communication beneficial for a government?*
ANS: Communication helps a government to communicate with all its departments and with the governments of other countries. It ensures good governance.

Q II. Choose the correct answer.

1. Communication is the process of exchanging
a. gift b. wishes c. *message* d. goods
2. The Latin word "communico" or "communicare" means
a. to begin b. *to share* c. to tear d. to care
3. The Latin word "communis" means
a. ordinary b. specific c. general d. *common*
4. Communication is a ---- way process
a. one b. *two* c. three d. four
5. Communication takes place in the mood of ---- understanding.
a. dual b. good c. *mutual* d. individual
6. Communication is used to persuade the ----
a. writer b. speaker c. *receiver* d. sender
7. Communication skills are essential for ----- in job.
a. getting b. working c. praise d. *promotion*
8. Communication is life blood of every -----
a. country b. city c. company d.*organisation*
9. The basic purpose of communication is to ----
a. *inform* b. reform c. form d. perform

10. An important purpose of communication is to establish and maintain ----
a. friendliness b. view points c. *relations* d. a firm
Note: *Italic* words are the correct options.

Q III. Fill in the blanks with suitable words.

1. The word ---- is derived from a Latin word communico or communicare.
2. Communico or communicare means ----.
3. The word communis means ----.
4. Communication is an ---- of messages, facts, opinions, emotions.
5. Communication is a ---- way process.
6. Skill means a practiced ---- or expertise.
7. The main purposes of communication are to inform, to -----, to establish and maintain relations.
8. Communication is ----- blood of every organisation.
9. Effective communication is an ----- for promotion.
10. Effective communication is a ----- to success in our job, promotion and professional reputation.
11. Effective communication has a great global ----- value.

ANS:

1. communication		2. share	3. common
4. exchange	5. two	6. ability	7. persuade
8. life	9. essential	10. key	11. market

Q IV. Match columns A & B writing answers in C.

A	B	C
1. Communico	a. an exchange of message	b
2. Communis	b. share	d
3. Communication	c. a practised ability	a
4. Skill	d. common	c
	e. life blood	
	f. messages	

2. COMMUNICATION PROCESS

2.1 Components of Communication Process

2.1.1 Sender / Source
2.1.2 Encoding
2.1.3 Message
2.1.4 Channel
2.1.5 Receiver
2.1.6 Decoding
2.1.7 Feedback

2.2 Barriers in Communication

COMMUNICATION PROCESS

Communication is a process of sending and receiving verbal and nonverbal messages. Communication is considered effective when it achieves desired results. In other words, communication is a two-way process of exchanging ideas or information. But this is not an easy process. Sometimes, it becomes complicated and results in miscommunication.

The way in which communication from sender to receiver takes place step by step is called process of communication. Communication process involves six steps.

Step 1. Conception: In the first step the sender conceives an idea. He thinks an idea which he wants to communicate. He also thinks of the purpose and the receiver.

Step 2. Encoding: In the second step the sender transforms his idea into symbols (words or gestures). The act of designing message in the form of spoken or written words, or gestures is called encoding.

Step 3. Transmission: After designing the message the sender transmits it. Here the sender chooses some channel for the transmission of his message. The channel may be verbal or non verbal, spoken or written.

Step 4. Reception: Here the receiver receives the message. He listens to the speaker, reads the written words or receives some gesture or body language.

Step 5. Decoding: The receiver decodes or understands the message. Decoding means assigning meaning or understanding the message.

Step 6. Feedback: When the receiver has understood the message, he gives response or reaction to the sender. The response of the receiver to the message is called feedback. It determines the success or failure of communication process.

COMPONENTS OF COMMUNICATION

Communication includes the following components, factors, or elements:

1. The Context
2. The Sender / Source / Encoder
3. The Message
4. The Channel / Medium
5. The Receiver / Decoder
6. The Feedback

1. CONTEXT

Every message begins with a context. The context is the situation, setting or circumstances within which communication takes place. Context includes country, culture, organization and stimuli (factors which persuade the sender to send the message).

2. SENDER / SOURCE / ENCODER

The person who sends a message is called a sender, source or encoder. He is called source because the message is originated from him. He may be a writer or a speaker.

The sender is also called an encoder. When the sender conveys a message, he is actually conveying his ideas. He transforms his ideas into certain symbols (words or gestures). He puts a code to his ideas in the form of words or gestures. This act is called **encoding**. In simple words, the act of designing or producing message is called encoding.

3. MESSAGE

The message is the core idea which the sender wants to communicate. It consists of both verbal (written or spoken) symbols and nonverbal (unspoken) symbols. It is what the sender conveys to the receiver. When we speak, our speech is the message. When we write, our writing is the message. When we gesture, the movements of our arms and our facial expressions are the message.

4. CHANNEL (OR) MEDIUM

A channel or medium is the means or technique used to convey a message. It may be a conversation, letter, telephone call, radio or television programme. The choice

of message channel depends on contextual factors, the nature of the message, relationship, urgency and the receiver's culture. The written channel is often preferred when the message is long, technical, or formal in nature, and when the message must be documented. The oral channel is effective when the message is urgent or personal, or when immediate feedback is important.

5. RECEIVER (OR) DECODER

The receiver of the message is the reader or listener also known as the decoder. The receiver is as important as the sender. Without him the communication process remains incomplete. He must not distort the meaning of the message.

The receiver is also called a decoder. When a message is received, the receiver assigns certain meanings to it, or understands it. This act of the receiver is called **decoding**. In other words, the act of understanding the meaning of the message is called decoding. It is important that the sender and the receiver should assign the same meaning to the message, otherwise miscommunication will occur.

6. FEEDBACK

Feedback is an essential part of successful communication. It is the receiver's response to the sender's message. It indicates understanding or misunderstanding of the message. Both sender and receiver need feedback. Feedback can be oral or written. It can also be an action, such as receiving in the mail an item the encoder ordered. Sometimes silence is used as feedback, though it is almost ineffective.

BARRIERS IN COMMUNICATION

We face many problems in our business and personal lives because of miscommunication. This miscommunication is caused by certain factors. These factors are called barriers in communication. Several communication barriers exist between sender and receiver, and they may be responsible for a message not being understood correctly.

Following are some barriers which result in communication failure:

1. Semantic Barriers

Semantic refers to the use of symbols or words which we use to communicate our message. It includes:

a. Bypassing: The problem of *bypassing refers to the symbols or words that carry different meaning to different people.* When the sender and the receiver of the message attribute different meanings to the same words, the problem of bypassing occurs.

b. Denotation: *Denotation is the dictionary meaning of a word without indicating its positive and negative qualities.* Most people agree on denotative meaning. The words like car, house, water, etc. have denotative words. The sender and the receiver must have the same denotative meanings in their minds, otherwise miscommunication may occur.

c. Connotation: *It is an implication of the word different from the usual dictionary meaning, which arouses qualitative judgement and personal reaction.* The word house is denotative. Mansion, villa, home, cottage, firetrap and shack are connotative. The word student is denotative; bookworm, scholar, dropout, gunner are connotative. Miscommunication occurs when the sender and

receiver don not have the same understanding of connotations.

2. Physical Barriers (Noise, Distance, etc)

Physical barriers include apparent environmental factors such as noise, distance, distraction and interferences which obstruct smooth flow of communication. For example, the noise of other people or moving traffic, distance between the sender and the receiver, interference, etc. prove barriers in communication.

3. Organisational Barriers

Organisational barriers include filtering of information (sender's purposely changing of information in order to be received favourably by the receiver), colouring of information, diversion of information and status consciousness.

4. Technical or Mechanical Barriers

Technical or mechanical barriers occur in the mechanism of communication process. A crackle on the phone, illegible handwriting, poor printing and defective microphone are the examples of technical barriers which obstruct the smooth flow of communication.

5. Perception of Reality

Every person's sensory perceptions (ability to see, hear, taste, touch and smell) are different as well as limited. And every person's mental filter is also unique. Some people have ***frozen evaluation***, also called ***stereotyping***. It means static and faulty impression. This leads to miscommunication.

6. Slanting

Slanting or slanted statements also cause miscommunication. It means to include biased or prejudiced statement in presenting facts.

7. Closed Minds

Some people have rigid views on certain subjects. They do not acknowledge facts. Their rigidity and closed minds hinder effective communication.

8. Sender's Credibility

Sender's credibility also affects the process of communication. People do not react favourably to a sender who lacks credibility.

9. Non-verbal Signals or Clues

Non verbal signals often referred to as 'body language' (facial expressions, gestures, movement, eye contact and nodding the head) are sometimes misunderstood by the receiver. The absence of these signals also proves to be a barrier in the way of effective communication.

Apart from the barriers to communication discussed above, there are many other barriers. These barriers can be using difficult language, poor listening, and biased relationships. Barriers to communication affect the process of sending and receiving a message. Barriers change a message and cause m. communication. We can overcome these barriers by applying communication principles.

OBJECTIVE QUESTIONS

Q I. Answer the following short answer questions.

Q1- *What is a communication process?*
ANS: The way in which a message passes step by step form a sender to a receiver is called a communication process.

Q2- *Enumerate the steps of communication process.*
ANS: There are six steps involved in communication process:
1. Conception 2. Encoding 3. Transmission
4. Reception 5. Decoding 6. Feedback

Q3- *What are the component of communication?*
ANS: The components of communication are as follows:
(1) Context (2) Sender / Source / Encoder
(3) Message (4) Channel / Medium
(5) Receiver/Decoder (6) Feedback

Q4- *Define sender or source?*
ANS: The person who sends a message is called a sender, source or encoder.

Q5- *What is meant by encoding?*
ANS: Encoding is the act of a sender to transform his ideas into certain symbols, usually words.

Q6- *Define message?*
ANS: The message is the core idea which the sender wants to communicate. It consists of both verbal (spoken or written) and non verbal symbols.

Q7- *What do you mean by channel?*
ANS: A channel or medium is the means or technique used to convey a message. It may be a conversation, letter, memo, telephone call, fax, etc.

Q8- *What factors influence the choice of channel?*
ANS: The choice of channel is influenced by the relationship between the sender and the receiver, the

urgency of message, distance, cost, and the nature of message.

Q9- *Define the receiver?*
ANS: The receiver of message is the reader or the listener, also known as the decoder. The receiver is as important as the sender in communication process.

Q10- *What is meant by decoding?*
ANS: When a message is received, the receiver assigns certain meanings to it. This act of the receiver is called decoding.

Q11- *Which factors affect the decoding of the message?*
ANS: The factors that affect the decoding of a message are the receiver's knowledge, experience and attitude.

Q12- *What is meant by feedback?*
ANS: Feedback is the receiver's response to the sender's message. It indicates the success or failure of the message.

Q13- *List some barriers in communication?*
ANS: Following are the barriers in communication:
(1) Semantic Barriers (2) Physical Barriers
(3) Organisational Barriers (4) Technical Barriers
(5) Perception of Reality (6) Slanting
(7) Closed Minds (8) Sender's Credibility
(9) Non-verbal Signals or clues

Q II. Choose the correct answers:
1. Communication is effective if it brings desired -----
a. money b. *results* c. chances d. reply
2. Communication process is a way in which communication from sender to receiver takes place -----
a. slowly b. gradually c. rapidly d. *step by step*
3. The first step of communication process is -----
a. encoding b. *conception* c. decoding d. transmission
4. The last step in communication process is -----
a. transmission b. decoding c. *feedback* d. conception
5. Message travels from sender to receiver through a -----

a. *channel* b. mode c. source d. way
6. The act of understanding a message is called -----
a. encoding b. *decoding* c. feedback d. channel
7. Noise is an example of ----- barrier.
a. semantic b. technical c. *physical* d. connotation
8. Words and symbols that carry different meaning to different people are called -----
a. *bypassing* b. slanting c. stereotyping d. denotation
9. Some people have frozen evaluation called -----
a. *stereotyping* b. bypassing c. slanting d. closed mind
10. To include biased statement in presenting facts is called
a. visualise b. *slanting* c. bypassing d. stereotyping
11. The response of the receiver is called -----
a. filtration b. channel c. *feedback* d. source
12. A crackle on the phone is called ----- barrier.
a. semantic b. physical c. great d. *technical*

Note: *Italic* words are the correct options.

Q III. Fill in the blanks with suitable words.

1. The way in which communication from sender to receiver takes place step by step is called ----- of communication.
2. Communication is effective if it brings desired -----.
3. The act of designing or producing message in the form of words or gestures is called ------.
4. Assigning meaning to the message or giving meaning to the symbols is called -----.
5. The ----- of the receiver is called feedback.
6. ----- is a situation within which communication takes place.
7. ----- is the core idea or it is what is conveyed to the receiver.
8. ----- is a means or technique used to convey a message.
9. Sometimes, silence is used as ------.
10. The receiver must not ----- the meaning of the message.
11. Attributing different meaning to the same words or using different words intending same meaning is called ---.
12. ------ is the dictionary meaning of a word.

13. An implication of a word or a particular meaning of a word different from the dictionary meaning is called ------.
14. Every person's sensory----- are different.
15. Each person's mental ----- is unique.
16. Frozen evaluation or static and faulty impression is called -------.
17. Slanting means ----- statement in presenting facts.
18. We can overcome barriers in communication by applying ------ principles.
19. Stereotyping is called ----- evaluation.
20. Biased statement in presenting facts is called -----.

Ans:

1. process 2. results 3. encoding 4. decoding
5. response 6. context 7. message 8. channel
9. feedback 10. distort 11. bypassing 12. denotation
13.connotation 14.perception 15. filter 16. stereotyping
17. biased 18. communication 19. frozen
20. slanting

Q IV. Match column A & B and write answers in C (i)

A	B	C
1. Sender	a. Assigning meaning to a message	f
2. Encoding	b. One who receives the message	h
3. Decoding	c. Background	a
4. Receiver	d. Choice of words	b
5. Feedback	e. Procedure for sending messages	g
6. Context	f. One who sends message	c
7. Language	g. Response of the receiver	d
	h. Transforming ideas into symbols	
	i. Faulty judgement	

(ii)

A	B	C
1. Step I	a. feedback	c
2. Step II	b. Transmission	d
3. Step III	c. Conception	b
4. Step IV	d. Encoding	f
	e. Decoding	
	f. Reception	

(iii)

A	B	C
1. Denotation	a. implied meaning	c
2. Connotation	b. biased statement	a
3. Stereotyping	c. dictionary meaning	e
4. Slanting	d. closed minds	b
	e. static and faulty impression	
	f. perception of reality	

3. KINDS OF COMMUNICATION

3.1 Oral Communication
3.2 Written Communication
3.3 Non-verbal Clues

KINDS OF COMMUNICATION

We express our ideas to others through communication. While communicating our ideas, we use words (spoken or written) and gestures or body movements. The kinds of communication indicate how we communicate our messages; whether we use spoken words, written words or non-verbal clues. When we use spoken or written words, it is called ***verbal communication***. When we use gestures or body language, it is called ***non-verbal communication***. Following are the three kinds of communication:

1. Oral Communication
2. Written Communication
3. Non-verbal communication or Non-verbal Clues

ORAL COMMUNICATION

Oral communication means sending and receiving messages through spoken words. It is also known as interpersonal communication. It is the soul of personal and business lives. We spend much more of our time in talking and listening than writing and reading.

CHARACTERISTICS OF ORAL COMMUNICATION

Some major characteristics of oral communication are as follows:

1. It has simple and easy construction.
2. It is conversational in tone.
3. It emphasizes interpersonal relations.
4. It has less technical and less complex information.
5. It has no permanent record.
6. It is flexible in nature. It can be adapted to the situation.
7. Both environment and person play a role in it.
8. It is less formal.

METHODS OF ORAL COMMUNICATION

The main methods of oral communication, both internal and external, are as follows:

For Internal Communication: Internal communication means communication within the organization. In it, following are the methods of oral communication:

- Face-to-face Discussions (giving or receiving instructions, interviews, talking to clients, etc.)
- Intercom
- Telephone
- Meetings / Conferences
- Presentations

For External Communication: It is communication outside the organization. It is communication between the people of two different organizations. In external communication, following are the methods of oral communication:

- Meetings
- Conferences / Seminars
- Conversation
- Telephone / Mobile phone
- Teleconference
- Video Conference
- Presentation

Advantages of Oral Communication

Following are some advantages of oral communication:

1. It is immediate; it saves time.
2. It is also possible to get quick feedback.
3. It is flexible and can be changed, if necessary.
4. It is simple.
5. It is also suitable for larger number of people.

Disadvantages of Oral Communication

There are some disadvantages of oral communication:

1. Its main disadvantage is the risk of message distortion.
2. It has no permanent record.
3. It is often less concise.
4. Misunderstanding may arise as it is not prepared as carefully as a written message.

WRITTEN COMMUNICATION

Written communication means sending or receiving messages through written words. In our business life written communication has assumed great importance. All the business firms rely more on written communication as it provides a permanent record and resolves matters in case of legal complications. Letters, memorandums, e-mails, faxes, telexes, and reports are the main forms of written communication.

Characteristics of Written Communication

Some important characteristics of written communication are as follows:

1. It has permanent record.
2. It is more formal than oral communication.
3. Its feedback is delayed.
4. It uses longer sentences and complex structures.
5. It is used to convey long and complex messages.
6. The appearance of stationery is more important than that of a person.
7. It emphasizes content.

METHODS OF WRITTEN COMMUNICATION

For Internal Communication: In the communication inside the organization, written communication may take the following forms:

• Memo	• Report
• Staff newsletter	• Minutes
• Internet	• Form / Questionnaire
• Fax	• Notice
• E-mail	• Graphs / Charts

For External Communication: In the communication outside the organization, written communication may take the following forms:

• Letter	• Fax
• Report	• Notice
• Customer newsletter	• Forms / Questionnaire
• Leaflet / Brochure	• Internet
• E-mail	• Graphs / Charts
• Advertisement	• Press release
• Invitation	

Advantages of Written Communication

The major advantages of written communication are as follows:

1. It has a permanent record.
2. It is well planned and well prepared.
3. It is used to convey long and complex messages.
4. The cost in it is relatively low.
5. It may be sent to various people at the same time.

DIFFERENCE BETWEEN ORAL AND WRITTEN COMMUNICATION

Oral Communication	Written Communication
Its feedback is immediate.	Its feedback is delayed.
It uses shorter words and sentences.	It uses longer words and sentences.
It is conversational and informal in nature.	It is formal in nature.
It focuses on interpersonal relations.	It focuses mainly on content or message.

It uses the aids of body language.	It uses the aid of punctuation; the use of body language is not possible.
It conveys less technical information.	It conveys more technical and complex information.
Its construction is simple.	Its construction is complex.
It has no permanent record.	It has a permanent record.
It is flexible.	It is firm.
The appearance of a person is much important.	The appearance of stationery is much important.

NON-VERBAL COMMUNICATION OR CLUES

The use of body language such as gestures, posture, movements of hand and head, appearance, eye contact, etc. to convey some message or to add to the meaning of a message is called non-verbal communication. It is a very important aspect of oral communication.

In face-to-face conversations, non-verbal communication is often just as important as verbal communication. As you are speaking, information can be conveyed non-verbally as well as verbally. On the other hand, the listener will provide instant feedback through non-verbal clues or signals. Non-verbal communication is often referred to as "body language".

Non-verbal clues are often used unconsciously. For instance, while speaking we may shrug or mover our hands and head. And while listening we may nod, clinch our fists, or grind our teeth. Such non-verbal clues add impact to meaning.

Studies show that your body language or non-verbal clues contribute 55%, tone of your voice contributes 38% and the words you say contribute only 7% in the judgement of you.

The non-verbal clues may be discussed under these heading:

1. Appearance
2. Body Language
3. Silence, Time, and Space

1. Appearance

Appearance means how a person, thing or surrounding looks. In oral communication the appearance of a person has a great impact. His clothing, hairstyle, neatness, jewellery, perfume, etc. are very important. The appearance of surroundings such as room size, location, decoration, furniture, temperature, and lighting add to communication. In written communication the appearance of envelope, its size, colour, weight and postage impress the receiver and communicate something.

2. Body Language

Body language is also called kinesics. It means communication through parts of body such as head, face, hands, fingers, arms, legs, etc. In oral communication body language is often more important than words. It gives precise meaning to your message. Body language includes following things.

(i). Posture: Posture is a way people stand or sit. It can show their feeling, interest, self-confidence, status, etc.

(ii). Facial Expressions: Human faces and eyes are capable of communicating a wide range of expressions and emotions. A smile conveys good humour; raised eyebrows denote questioning and disbelief; a frown denotes upset or worry.

(iii). Gestures or Body Movements: Many gestures are used as we speak; for example, shaking a fist to denote anger, using hands for emphasis. In listening, too, gestures are used, like nodding in agreement, shaking your head in disapproval.

(iv). Smell and Touch: A fragrance conveys emotions to the receiver. Touch is an important tool to convey warmth,

support, encouragement, and comfort. But touch people only when acceptable and appropriate.

(v). Voice Quality or Paralanguage: Voice quality and sounds are also a part of non-verbal communication. They are called ***paralanguage*** and include voice volume, rate, pitch and other sounds such as throat clearing and sighing.

3. Silence, Time, Space and Colour

Silence communicates, though it appears to be meaningless. For example, if you send a request or a collection letter but you receive no answer for days, you may assume that the reply is negative.

Time is also important and affects communication. If you are kept waiting for a meeting or an interview for some hours, you will feel annoyed. Punctuality conveys one's sense of responsibility.

Space around us communicates. Space language is called ***proximics***. It is study of space around us—how we arrange it and what we arrange in it. Some people project their status by occupying best space. Space between two persons while talking is about 18 inches. But it varies in different cultures.

Colour language is also important in non-verbal communication. Different colours convey different moods and behaviours. Black and grey convey negative and sad feelings. Blue and yellow convey positive feelings. White colour is the symbol of peace.

OBJECTIVE QUESTIONS

Q I. Answer the following short answer questions.

Q1- *How do we communicate?*
ANS: We communicate our ideas or messages through words (spoken or written) and gestures or body movements.

Q1- *Name the three kinds of communication?*
ANS: The three kinds of communication are:
(1) Oral communication
(2) Written communication
(3) Non verbal communication

Q2- *Define Oral communication?*
ANS: Oral communication means sending or receiving messages through spoken words. It is also known as interpersonal communication.

Q3- *List some of the characteristics of oral communication?*
ANS: (1) It has simple and easy construction.
(2) It is conversational in tone or nature.
(3) It has less technical and less complex information.
(4) It is flexible and less formal.

Q4- *What are the advantages of oral communication?*
ANS: Following are the advantages of oral communication:
(1) It is immediate and saves time.
(2) It provides quick feedback.
(3) It is flexible and can easily be adapted.
(4) It is simple
(5) It is also suitable for larger member of people.

Q5- *What are the disadvantages of oral communication?*
ANS: (1) Its main disadvantage is the risk of message distortion.
(2) It has no permanent record.
(3) It is often less concise.
(4) Misunderstanding may arise as it is not prepared carefully.

Q 6- *Define written communication?*
ANS: Written communication means sending or receiving messages through written words.

Q 7- What is the importance of written communication in business life?
ANS: Written communication has great importance in our business life. All the business firms rely much on written communication as it provides a permanent record and resolves matter in case of legal complications.

Q 8- *Write some of the characteristics of written communication?*
ANS: (1) It has permanent record.
(2) It is formal
(3) Its feedback is delayed
(4) It is used to convey long and complex messages
(5) It uses longer and complex sentences.

Q9- *Describe some of the advantages of written communication?*
ANS: (1) It is well planned and well prepared.
(2) It is used to convey long and complex messages.
(3) It has permanent record.
(4) Its cost is low.
(5) It can be sent to various people at one time.

Q10- *What is non-verbal communication (OR) Define non-verbal clues?*
ANS: The use of body language such as gestures, posture, movements of hand and head, appearance, eye contact, etc. instead of words, to convey some message or to add to the meaning of a message is called non-verbal communication.

Q 11 . Enumerate the kinds of non-verbal communication.
ANS: There are three kinds of non-verbal communication:
1. Appearance
2. Body Language
3. Silence, Time, Space and Colour

Q 12- *What is meant by appearance in non-verbal clues?*

ANS: Appearance means how a person, thing or surrounding looks. It includes clothing, hairstyle, jewellery, furniture, decoration, appearance of envelope, etc.

Q 13. What is meant by body language or kinesics?
ANS: Body language is also called kinesics. It means communication through parts of body such as head, face, hands, fingers, arms, legs, etc.

Q 14- *Define posture?*
ANS: Posture is the way people stand or sit. It shows confidence, confusion, status, etc.

Q 15- *What is the importance of body language?*
ANS: In oral communication body language is often more important than words. It gives precise meaning to your message. Non-verbal communication is 85% of our total communication.

Q 16- *List different forms or aspects of body language or kinesics?*
ANS: Different aspects of body language are as follows:
(1) Posture (2) Facial expressions (3) Body movements or gestures (4) Voice quality or Paralanguage (5) Smell and touch

Q 17. What are body movements?
ANS: Body movements are gestures or movements of body organs such as hand, head, fingers, arms and legs.

Q 18. What is voice quality or paralanguage?
ANS: Paralanguage shows how we say something. It includes voice volume, rate, pitch and other sounds such as throat clearing and sighing.

Q 19. What is space language or proximics?
ANS: It is study of space around us—how we arrange it and what we arrange in it.

Q II. Choose the correct answer.

1. We cannot live without:
   a) letters b) *communication*
   c) English d) books
2. Oral communication means to send messages through:
   a) written words b) communication
   c) *spoken words* d) e-mail
3. Oral communication brings immediate:
   a) demand b) idea
   c) need d) *feedback*
4. Written communication means sending messages through:
   a) *written words* b) speech
   c) gesture d) movement
5. Which of the following is not a part of written communication:
   a) *interview* b) letter
   c) e-mail d) brochure
6. Which of the following is not a part of internal communication:
   a) memo b) *letter*
   c) minutes d) staff newsletter
7. Written communication has a permanent:
   a) relation b) life
   c) need d) *record*
8. Nonverbal communication means sending messages through:
   a) words b) speech
   d) *gestures* d) letters
9. Body language may also be called:
   a) space language b) paralanguage
   c) time language d) *kinesics*
10. Space language is also called:
   a) kinesics b) *proximics*
   c) paralanguage d) gestures
11. Appearance involves how a person, thing or surrounding:
   a) speaks b) whispers
   b) writes d) *looks*
12. Kinesics means how a message is conveyed through

   a) spoken words b) smell and touch
   c) *body movements* d) writing
13. Appearance, body language, voice quality are kinds of
a) verbal communication b) oral communication
c) written communication d)*non-verbal communication*
14. Feedback in oral communication is
   a) slow b) *immediate*
   c) delayed d) extempore
15. Feedback in written communication is
   a) quick b) much
   c) *delayed* d instant
16. Non-verbal communication uses
   a) *no words* b) more words
   c) less words d) long words
17. Voice quality or how we say something is called
   a) *paralanguage* b) proximics
   c) pitch d) volume
18. Non-verbal clues are often used
   a) consciously b) *unconsciously*
   c) slowly d) willingly
19. Clothing and jewellery include appearance of a -------.
   a) *person* b) place
   d) envelopes d) surroundings
20. Nod of head and handshakes are part of ----------.
   a) *gestures* b) posture
   c) appearance d) facial expressions

Note: *Italic* words are the correct answers.

Q III- Fill in the blanks with suitable words.

1. When spoken or written words are used, it is called ------ communication.
2. When gestures or body movements instead of words are used to convey some message, it is called ----- communication.
3. ------ communication may further be divided into oral communication and written communication.
4. Oral communication sends message through--------

words.

5. ---------- communication is also known as interpersonal communication.
6. There are ---------- kinds of communication.
7. Oral communication brings----------feedback.
8. Meetings, seminars and interviews are methods of --------- communication.
9. The main disadvantage of oral communication is the risk of -------- of message.
10. In written communication message is sent through written -------.
11. In written communication the feedback is -------.
12. -------- messages are time consuming and laborious.
13. ----------communication has permanent record.
14. Almost ------- of our communication comes through nonverbal clues.
15. --------- involves gestures and body movements.
16. Body language is also called -------.
17. Appearance and body movement are aspects of ----- communication.
18. Size, colour and postage include appearance of ----.
19. Location and decoration include appearance of ----- --------.
20. Voice quality is called ------.
21. Space language is also called ------.

ANS:

1. verbal
2. non-verbal
3. verbal
4. spoken
5. oral
6. three
7. immediate
8. oral
9. distortion
10. words
11. delayed
12. written
13. written
14. 85%
15. body language
16. kinesics
17. non-verbal
18. envelope
19. surrounding
20. paralanguage
21. proximics

Q IV. Match column A & B and write answers in C.

I

A	B	C
1. Oral communication	a. Frown	b
2. Written communication	b. Use of spoken words	g
3. Non-verbal communication	c. Way to sit or stand	e
4. Posture	d. Memo	c
5. Facial expression	e. Body language	a
	f. Letter	
	g. Use of written messages	

II

A	B	C
1. Feedback in oral communication	a. formal	c
2. Feedback in written communication	b. punctuation	f
3. Nature of oral communication	c. immediate	h
4. Nature of written communication	d. body movements	a
5. Aids of oral communication	e. proximics	d
6. Aids of written communication	f. delayed	b
	g. great	
	h. conversational	

4. SEVEN C'S OF EFFECTIVE COMMUNICATION

4.1 Clarity
4.2 Conciseness
4.3 Completeness
4.4 Consideration
4.5 Correctness
4.6 Courtesy
4.7 Concreteness

SEVEN C'S OF EFFECTIVE COMMUNICATION (OR) PRINCIPLES OF COMMUNICATION

The principles of effective communication are very important for us to become good communicators. We must apply these principles to compose effective messages. They provide guidelines for choice of content and style of our messages. These principles are also called 7 C's, as each begins with a "C". Following are the principles of good communication.

1. Clarity

Clarity means the substance of a message should be stated clearly. Simple, clear and conversational language should be used so that there should be no ambiguity in it. A clear message is that which the reader can understand readily. There should be no doubt in his mind about the message.

Guidelines for Clarity

1. Such words should be used as are familiar to the message receiver.
2. Lengthy sentences should be avoided.
3. Use coherent sentences.

2. Conciseness

Conciseness means to say in the fewest possible words what you want to say. The message should be precise and brief. It does not mean merely brief. It means brief but complete. A concise message saves time and expense for both sender and receiver. Conciseness also contributes to emphasis.

Guidelines for Conciseness

1. Avoid wordy expressions. Use one word in place of phrases.
2. Include only relevant material.
3. Avoid unnecessary repetition.

3. Completeness

A message should be complete in all respects. It is complete when it contains all facts the receiver needs for the desired reaction. The writer should include all relevant information. There are some benefits of completeness. First, complete messages bring the desired results. Second, they can do a better job of building goodwill. Third, complete messages can avert costly lawsuits.

Guidelines for Completeness

1. Provide all necessary information.
2. Answer all the questions asked by the inquirer.
3. Give extra information, if necessary.

4. Consideration

Consideration means thoughtful attention to the wishes and feelings of others. In business communication, consideration means preparing every message with the receiver in mind. It means putting yourself in his place. It shows you are foremost aware of his desires, problems, circumstances and emotions. This thoughtful consideration is also called "you attitude". The "you-attitude" means writing from the point of view of the reader, rather than your own point of view.

Guidelines for Consideration

1. Focus on "you" instead of "I" and "we".
2. Show how your message receiver will benefit from your offer.
3. Emphasize positive, pleasant facts. It means emphasizing what can be done instead of what cannot be done.

5. Correctness

Correctness means correctness in grammar, punctuation and spelling. There should be no errors and mistakes in the message. Mistakes or errors in the message irritate the reader, and he loses faith in the efficiency of the company.

Guidelines for Correctness

1. Use right level of language. (The level of language suitable for business communication is less formal rather than formal or sub-standard.)
2. Check accuracy of figures, facts and words.
3. Maintain acceptable writing mechanics. (It means correct spelling, grammar and punctuation.)

6. Courtesy

Courtesy means to show respect and politeness to those who treat us with consideration. It creates goodwill and friendliness. It costs nothing but gains much. Courtesy in a message is created by the use of polite words like "thank you", "please", "we appreciate", etc. But it is not enough; the whole message must be courteous in tone.

Guidelines for Courtesy

1. Be sincerely tactful, thoughtful and appreciative.
2. Use expressions that show respect.
3. Use non-discriminatory language that reflects equal treatment of all people.

7. Concreteness

Concreteness means using specific, definite and vivid words rather than vague and general words in messages. Concrete messages are more coherent, vivid and interesting. For example, "please send your cheque in full as soon as possible" is a vague statement. It may be made concrete as, "please send your cheque for Rs.12000 before March 10." Moreover, to achieve concreteness, use denotative words instead of connotative words.

Guidelines for Concreteness

1. Use an exact, precise statement or a figure in place of a general word.
2. Put action in your verbs; use active voice instead of passive voice.
3. Use vivid, image building words.

OBJECTIVE QUESTIONS

Q I. Answer the following short answer questions.

Q!-*What are seven C's of effective communication?*
ANS: Seven C's of effective communication are actually the principles of effective communication. They provide guidelines for choice of content and style of our messages.

Q2- *Why are these principles called seven C's?*
ANS: These principles are called seven C's, as each begins with a "C".

Q3- *Write the names of seven C's?*
ANS: The seven C's are gives below:
(1) Completeness (2) Conciseness
(3) Consideration (4) Concreteness
(5) Clarity (6) Courtesy
(7) Correctness.

Q4- *What is meant by completeness?*
ANS: It means the message should be complete in all respects. It is complete when it contains all the facts the reader needs for the reaction which the writer desires.

Q5- *What are the benefits of completeness?*
ANS: Completeness has the following benefits:
(1) It brings desired result.
(2) It builds goodwill.
(3) It averts costly lawsuits.

Q6- *Define conciseness?*
ANS: Conciseness means to say something in the fewest possible words. The message should be precise and brief. It should be to the point, but at the same time it should also be complete.

Q7- *What is meant by consideration?*

ANS: Consideration means thoughtful attention to the wishes and feelings of others. It means putting yourself in place of the reader. It is also called "your attitude".

Q8- *What do you mean by concreteness?*
ANS: Concreteness means using specific, definite and vivid words in messages, instead of vague and general words.

Q9- *Define clarity?*
ANS: It means the substance of the message should be stated clearly. Simple and clear language should be used so that the reader may understand it easily.

Q10- *What is meant by courtesy?*
ANS: Courtesy is politeness that grows out of respect and concern for others. It can be created by polite words like "thank you", "please", etc.

Q11- *What* do you mean by correctness?
ANS: It means the message should be correct in content, grammar, spellings figures, etc.

Q II. Choose the correct answer.

1. The principles of communication are called
a. 3 C's b. 9 C's c. *7 C's* d. 4 C's
2. To create clarity, use words that are
a. substandard b. *conversational*
c. formal d. informal
3. To improve your communication adopt the principles of
a. 3 C's b. 5 C's c. *7 C's* d. 9 C's
4. Courtesy costs
a. much b. a lot c. *nothing* d. less
5. Courtesy creates goodwill and
a. money b. *friendliness* c. profit d. repute
6. To show consideration focus on
a. I b. we c. they d. *you*
7. To achieve concreteness, use words that are
a. connotative b. *denotative* c. easy d. difficult

8. Consideration means thoughtful ------ to the wishes of others.
a. *attention* b. concern c. view d. desire
9. To say in the fewest possible words is called
a. consideration b. *conciseness*
c. concreteness d. correctness
10. To create correctness, maintain acceptable writing
a. principle b. rules c. *mechanics* d. habits
11. A complete message offers a number of
a. *benefits* b. chances c. qualities d. words
12. Specific, definite and vivid information makes a message
a. courteous b. correct c. *concrete* d. complete
13. To create courtesy, be sincerely ----- and appreciative
a. true b. polite c. *tactful* d. humble

Note: *Italic* words are the correct answers.

Q III. Fill in the blanks with suitable words.

1. Principles of communication are ----- in number.
2. Principles of communication are also called -----.
3. Principles of communication are called 7 C's as each begins with a ------.
4. ------ means to say something in the fewest possible words.
5. A concise message is brief as well as ------.
6. Correctness is accuracy of form, ------ and expression.
7. To create correctness, use right ------ of language.
8. To show consideration, focus on you instead of ------.
9. Consideration means putting yourself in place of your ---------.
10. Consideration also means ------ attitude.
11. Concreteness means using specific, definite and vivid words instead of general and ------ words.
12. Completeness has a number of -----.

ANS:

1. seven	2. 7 C's	3. C	4. conciseness
5. complete	6. language	7. level	8. I and we
9. receiver	10. you	11. vague	12. benefits

Q IV. Match columns A & B and write answers in C.

A	B	C
1. Courtesy	a. Easily understandable	e
2. Concreteness	b. 5 W's	c
3. Clarity	c. Specific and definite words	a
4. Conciseness	d. You-attitude	f
5. 7 C's	e. Thank you, please	g
	f. Relevant and to the point	
	g. Principles of communication	